



PLAY.COM IMPLEMENTS KNOWLEDGE BASE TO IMPROVE CUSTOMER SERVICE



Play.com- one of the largest online retailers in the U.K. With 3 call centers, Play required a help desk solution to distribute and reply to thousands of requests per day. Logicalware exceeded their expectations with a system which provided much more.

THE CHALLENGE

Play.com receives thousands of customer emails on a daily basis regarding product orders and queries. Many of these emails contain similar content and FAQ's. Play.com required a way in which to save time on processing FAQ'S in order to make staff more productive in other areas.

THE STRATEGY

In order to handle these inquiries and save email processing time, Play adopted the use of Logicalware's Knowledge Base. The knowledge base is set up based on keywords whereby it reads the customer's request and creates a list of responses. All Play's users need to do is choose the relevant response and click send. Overtime Play can choose to automate this further using Logicalware's virtual agent were it will self learn to associate inquiries with adequate response templates automatically.

THE RESULTS

Using Logicalware's Knowledge base, Play.com have not only saved time in processing emails and replying to customers a lot faster but the quality of the emails have improved as they are taken from the knowledge base library. Managers can easily be made aware of the content of emails which are being sent. With the use of the virtual agent email processing time could be cut by over 50%.

HELP DESK KEY FEATURES



TICKETING

The enquiry is assigned a unique ticket number so that all future correspondence regarding that enquiry can be tracked and viewed clearly in one place allowing any agent to view previous messages.



FILTERING

Inbound emails are filtered by routing the email automatically to the correct individual/department. No emails can get lost!



AUTO RESPONSE

Send personalized auto replies as confirmation that your customers email has been received or set up templates from the standard response library to ensure faster responses to all enquiries are made.

FIND OUT HOW LOGICALWARE CAN IMPROVE YOUR CUSTOMER SERVICE
CALL US ON 0800 009 3131 OR VISIT WWW.LOGICALWARE.COM